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LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED

THE ONLY CERTIFIED PEPPER SEED PRODUCED IN THE WORLD



LANDRETHS' PENNSYLVANIA CERTIFIED CALIFORNIA WONDER PEPPER

For Your Protection

Landreths' Pennsylvania Certified Pepper Seed is Colored Green and Sold Only in One-quarter, One-half, and One Pound Blue Cardboard, Lithographed Packages.

Each Certified Blue Package is Wrapped in Moistureproof Cellophane and Sealed with the Yellow Seal for Pepper of the Pennsylvania Department of Agriculture.

GROWN BY

D. LANDRETH SEED CO., BRISTOL, PENNA.



Inspecting Staked Plant

Dr. Roy Magruder, of the U. S. Department of Agriculture, Inspecting Staked Plants on Landreths' Bloomsdale Farm. The staking of the best plants is the beginning of all Landreths' pepper improvement projects. Many thousand of these are selected each year.



Isolating Varieties

Note the corn used as a screen to prevent cross-pollination. Hundreds of yards separate the different varieties besides the planting of crops as screens.



Checking Plants

Landreths' Assistant Plant Breeders checking crown-setting of Florida Giant peppers.

LANDRETHS' PLANT-SELECT versus FRUIT-SELECT SEED

Most pepper selection is done from the basket rather than the plant. This is a great error since the plant is the unit of selection, not the individual fruits. When we started our new pepper improvement program in 1930, we began with the plant, selecting many thousands for testing the following year.

In the subsequent years, we selected and tested the best plants each year until we finally obtained uniformity of plants and fruit, thickness of flesh, hollow crowns and increased yields per acre.



Testing the Staked Plants

There were 1172 plant selections of World Beater pepper tested in this field. Many were eliminated.

LANDRETHS' REWARD FOR CAREFUL PLANT-SELECTION

In 1936, the Pennsylvania Department of Agriculture approved our work by issuing to us the first certification certificates ever issued in the United States for pepper seeds.

In 1937 our plant selection was again rewarded by Pennsylvania certification of a greatly increased acreage of pepper.



Picking the Crop

Hundreds of bushels of red-ripe fruit per acre are picked for certified seed.



Sorting and Taking Notes

Reliable, loyal workers only are used for this particular job.



Saving the Seed

The best fruits from the best plants only are used. Seed from each plant selected is kept separate.

The Final Approval

Landreths' Plant Breeder examines all fruits saved for stock seed.

PEPPER FACTS

SEED AND PLANTS—One ounce of seed should produce over a thousand plants in the greenhouse or coldframes. One-half pound of seed sown in the field should provide ample plants for 1 acre. Seed breaks ground in 11 days. One inch high in 13 days under most favorable circumstances in greenhouse.

GROWING DISTRICTS—Most all of Landreths' peppers are grown in the Eastern United States, and are giving much better results than European peppers as to early maturity, trueness to type, and productiveness.

PEPPERS GAINING IN POPULARITY—No garden vegetable or fruit has so increased in demand in recent years as peppers; first, due to enormous use by commercial canners who pack peppers whole, and use them in making various relishes and condiments; second, to its increased uses every day in the kitchen for making sauces, gravies and stuffing. Our large, thick-fleshed, holly-crowned, certified pepper varieties are ideal for stuffing.

GREEN AND RED PEPPERS—Owing to the fact that we have had so many of our customers asking us to supply them with seed for green peppers, we wish to state, that all peppers are green when young or immature. When peppers mature or ripen, they turn red in most cases, in some yellow, and still others variegated green, yellow and red.

CULTURAL DIRECTIONS

SOIL—The lighter types of soil seem to produce best crops.

CLIMATE AND GROWING SEASON—Peppers are native of warm climates, and therefore do best where there is a fairly long growing season.

DATE OF PLANTING—Best results are obtained when planted in the fields early in May or before then where climate permits.

DISEASES—Very few serious diseases except Fusarium Wilt. This is controlled by using Landreths' Pennsylvania Certified seed, and planting the crop on the same land only once in every 3 or 4 years.

INSECTS—Aphis are most troublesome, and may be controlled by spraying with Nicotine Sulphate.

MANURE, GREEN MANURE AND SOD—Any humus-making material is useful, even sod plowed under, because it helps the soil retain moisture.

FERTILIZERS—A good application of 4-12-4 analysis, followed by a sidedressing of the same mixture is necessary. Some growers prefer to sidedress with a few hundred pounds of Nitrate of Soda or a mixture of fish and meat scrap.

LIME—Where the soil is too acid, lime should be applied. A pH reading of less than 6.0 should be corrected with an application of lime.

DISTANCE OF PLANTING—1½ to 2 ft. in the row, and rows 3 to 4 ft. apart, depending upon the richness of your soil.

YIELD—400 to 500 bushels per acre are not unusual. Over a thousand are obtained in some good growing districts where Landreths' Pennsylvania Certified seed is used.

Repeat orders are indisputable evidence of the superior quality of Landreths' Pennsylvania Certified Pepper Seed. Our stock of Certified Pepper Seed from the 1936 crop was quickly sold-out. Because of the demand for Certified Pepper Seed we greatly increased our acreage for 1937. The excellent quality of fruit and high yield obtained from Landreths' Certified Pepper Seed resulted in repeat orders for increased quantities. Why gamble with your profits? Buy Landreths' Pennsylvania Pepper Seed.

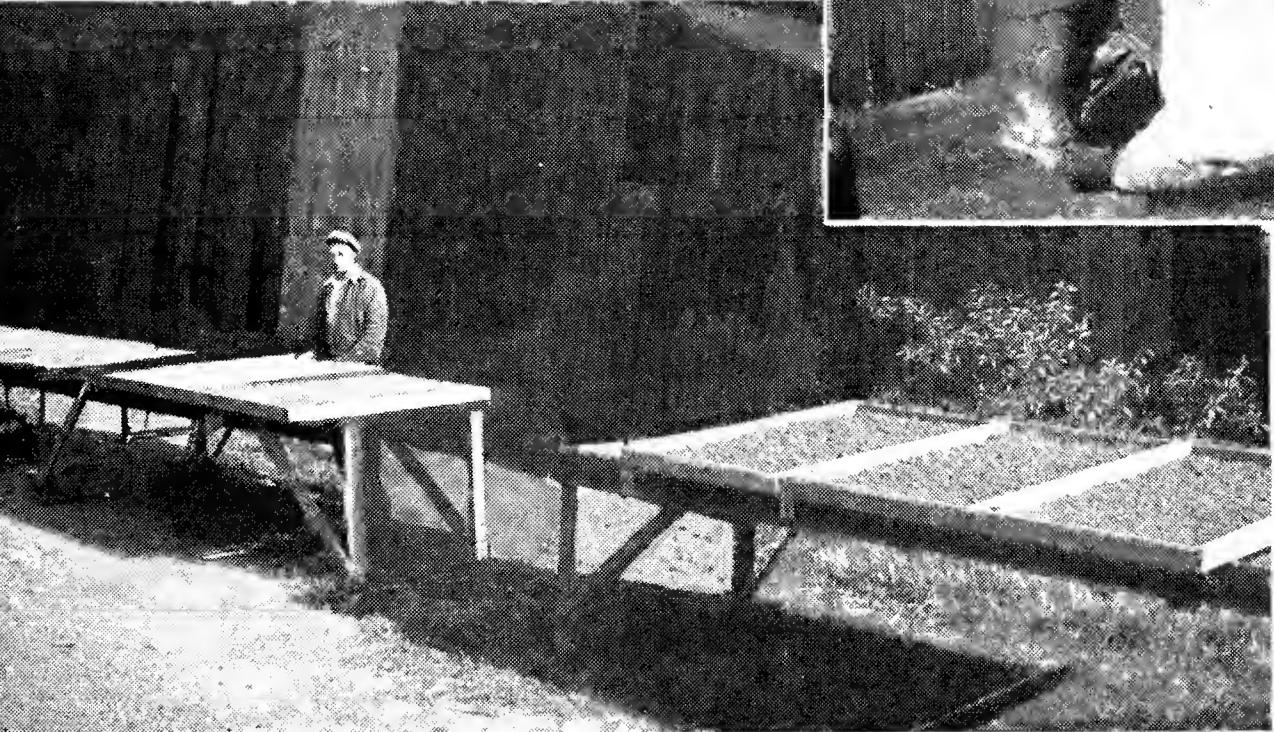
PROCESSING LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED

Landreths' Pennsylvania Certified Pepper Seed is a superior product because extreme care is taken not only in plant-selections but also in each operation in the processing of the seed. Landreths' Pennsylvania Certified pepper seed is the finest pepper seed in the world and to protect you against substitution we have colored this pepper seed **green**.



Grinding and Saving Seed

A part of the thousands of bushels of Landreths' Pennsylvania Certified peppers in the process of seeding.



Drying the Seed

All seed is dried on wire screens in the open air and sunshine. This assures high germination.

Sorting

Only the finest of full red-ripe fruits are used for Landreths' Pennsylvania Certified pepper seed.

Washing the Seed

Each barrel of seed is carefully tagged and washed the next day after grinding. Each bag has a tag with the variety and date plainly marked.

PENNSYLVANIA STATE PEPPER SEED CERTIFICATION REQUIREMENTS

PEPPER STOCK SEED

Before any variety can even be entered for certification in Pennsylvania, stock seed from carefully selected and staked plants must be saved the year previous to certification. D. Landreth Seed Co. goes further than that as shown by the previous pages, as our stock seed is saved from carefully staked plants at least two years previous to certification, and seed from those staked plants proved by test a year in advance of certification. Only the very best tested strains are used for growing our fields for certification.

FIELD INSPECTIONS

Advanced Plant Pathologist K. W. Lauer, of the Bureau of Plant Industry, Pennsylvania Department of Agriculture, Harrisburg, Pa., accompanied by Dr. Warren Mack, of Penn State College, and Hal Mills, Plant Breeder for D. Landreth Seed Co., inspect all our pepper fields before the first pickings are made. At least one more field inspection is necessary and sometimes one or two after that before these two inspectors are satisfied that the fields are up to the high standards required.

During these inspections the fields are rated for vigor, and the plants and fruits are carefully examined for disease and trueness to type, whole fields being discarded if they do not meet the very strict requirements.

INSPECTION OF EQUIPMENT

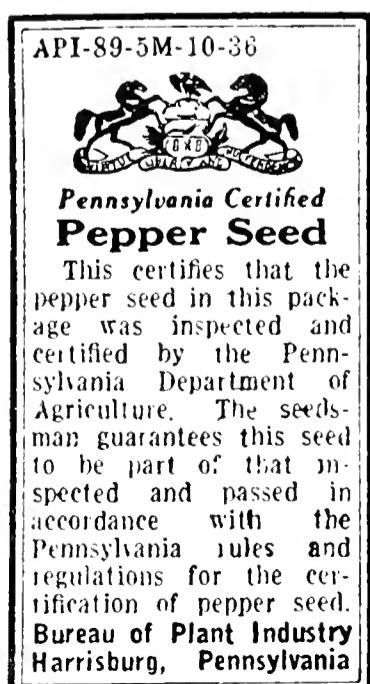
The seed saving machines are inspected, and the processes of washing and drying of the seed are checked.

GERMINATION TESTS

Samples of certified seed are taken by Inspector Lauer from bagged stocks, tested for germination at Harrisburg and certificates issued.

CERTIFICATION STICKERS

The Pennsylvania Department of Agriculture issues yellow certification stickers which we paste on each package of certified pepper seed. These stickers state that the pepper seed in the package was inspected and certified by the Pennsylvania Department of Agriculture. We guarantee the seed to be part of that inspected and passed in accordance with the Pennsylvania rules and regulations for the certification of pepper seed.



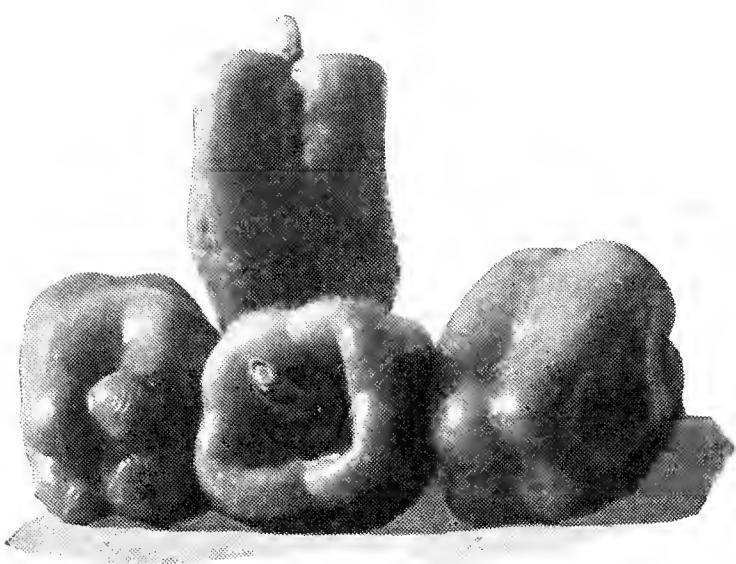
USE OUR PENNSYLVANIA STATE CERTIFIED PEPPER SEED AND BE MORE THAN SATISFIED

LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED IS THE BEST OBTAINABLE

Look for this Yellow Sticker and Blue Box when you buy Landreths' Pennsylvania Certified Pepper Seed.

LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED IS COLORED GREEN

DESCRIPTION OF LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER VARIETIES



Landreths' Pennsylvania Certified Ruby King (Black's Strain)

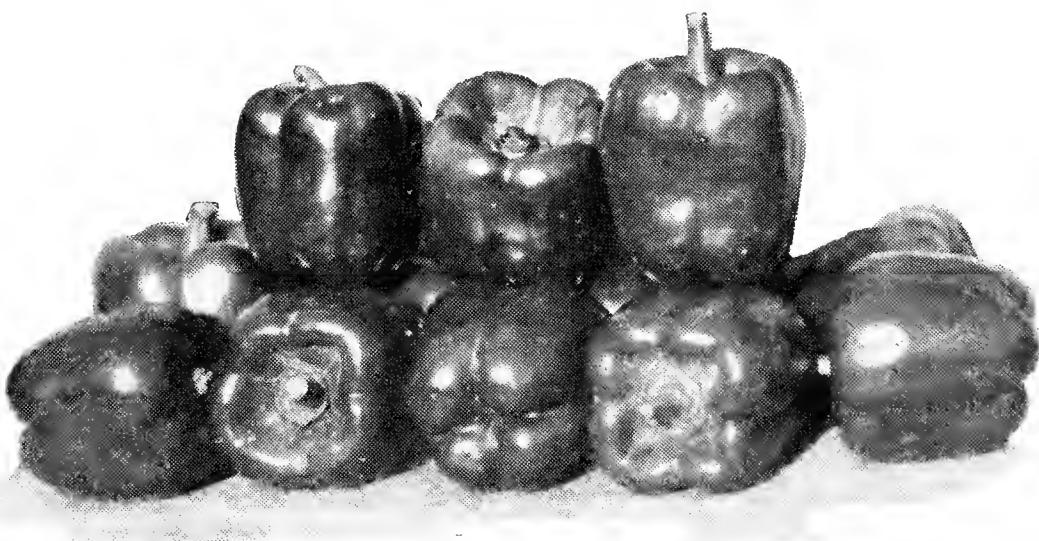
size. The fruits are pendant and large, averaging $3\frac{1}{2}$ x 4 inches in size, with very little tapering to the generally 4 points. Crown is usually hollow with the outside of the fruit fairly smooth. Color of the fruits is green when young, ripening to red. This plant selection in World Beater has exceptionally thick walls for this variety. The flesh is sweet. Uniformity of size and shape of the fruits, freedom from disease, thick flesh and hollow crown make this a superior strain.

Certified California Wonder—120 Days—Sweet. Plants mostly upright, medium size and fairly compact. Foliage dark green and glossy with medium to large, broad leaves. Fruits are borne upright, medium width and length, averaging $3 \times 3\frac{1}{2}$ inches, with only a very slight taper to mostly 4 points. The crown is generally hollow, and the outside of the fruits very smooth. Color when young is dark green and dark red when ripe. The walls are the thickest of all Peppers, and the flesh sweet. One of the finest for stuffing with meat. Landreths' Pennsylvania Certified California Wonder differs from Florida Giant in being earlier in maturing, having smaller plants, and with smaller fruits. It is better suited to Northern growing conditions than Florida Giant.

Certified Florida Giant—130 Days—Sweet. This selection out of California Wonder is becoming an important variety in the South. It is not as well suited to the North, because of its later maturity. The plants are taller and coarser than California Wonder, and the leaves are wider. The fruits are borne upright, are generally wider and longer than California Wonder, otherwise they are the same. Use California Wonder for the North and Florida Giant for the South.

Hollow Crowns of Landreths' Pennsylvania Certified Pepper

All of Landreths' Pennsylvania Certified Pepper strains have been selected for hollow crowns. This is a distinct advantage to the housewife in preparing peppers for stuffing. By cutting off the top with one operation, the stem and core lift right out. Try it.



Selected Fruits of Landreths' Pennsylvania
Certified California Wonder Pepper

**Certified Ruby King (Black Strain)—
110 Days—Sweet.** Plants upright and large, with medium green foliage of medium-sized leaves. Fruits are borne pendant, medium width and long, averaging $2\frac{1}{2}$ to 3 inches wide at the shoulder, and $4\frac{1}{2}$ to 5 inches long, tapering gradually to 3 or 4 points. The crown is mostly hollow, and the outside of the fruits is fairly smooth. The color is green with a slightly blackish tinge when young, and red when the fruits ripen. The flesh is medium thick and sweet. Differs from ordinary Ruby King in having more uniform and larger fruits with thicker flesh and a hollow crown. A superfine strain of this variety.

**Certified World Beater—115
Days—Sweet.** Plant is upright and large with medium-green leaves of medium

LANDRETHS' PEPPER VARIETIES UNCERTIFIED

Cheese (Sunnybrook)—110 Days—Sweet. Medium-sized plant, producing many small fruits borne upright. Size is generally 3 inches wide and 1 inch thick, the shape of a Cheese pumpkin. The fruits are very smooth, the color when young being green, and ripening to a deep red color. The walls are very thick and the flesh sweet. Used whole for pickling.

Chinese Giant—130 Days—Sweet. Medium-sized plants, bearing pendant, very large fruits, mostly 4 x 4 inches with no tapering to the 4 or 5 irregular points. The fruits are very rough and much ribbed, and belly-out at the center like a Chinese lantern. When immature they are green and ripen to red. Walls are thin and the flesh sweet. Where very large, rough fruits are wanted, this is the kind to plant, but the thinness of the walls is a disadvantage.

Crimson Giant (Ohio Crimson)—125 Days—Sweet. This is similar to Chinese Giant, but the fruits are smaller. It matures its crop earlier, but not as early as Certified Ruby King or Certified World Beater. These are both very much superior, having larger and smoother fruits with thicker walls.

Harris' Early Giant—110 Days—Sweet. This variety might be described as an earlier World Beater since the general characters of plant and fruits are about the same. It is well suited to the most northern states where World Beater matures too late.

Long Cayenne—100 Days—Hot. Medium-sized plant, producing many pendant, long, thin fruits, averaging $\frac{1}{2}$ to $\frac{3}{4}$ inches wide x $3\frac{1}{2}$ to 4 inches long, tapering gradually, twisting and curving to a single point. This variety has a distinct cap on the stem end of the fruit. The outside of the fruit is very wrinkled and creased, the color is green when young, ripening to a very dark red. The flesh is very hot.

Louisiana Cayenne—105 Days—Hot. Large upright plants with dark green, wide leaves, producing an abundance of very long and slender, pendant fruits which average $\frac{3}{4}$ to 1 inch in diameter at the stem end or shoulder, gradually tapering, twisting and curving for 5 to 6 inches, ending in a single point. The cap is very small which is a distinct advantage to canners. The outside of the fruit is greatly wrinkled, the color is green when young, turning to a deep red when ripe. The flesh is very hot. Used most extensively by canners in Louisiana where it was developed by Dr. Miller of the Agricultural Experiment Station.

Neapolitan—100 Days—Sweet. Medium-sized plants, producing many upright small fruits, averaging $1\frac{1}{2}$ to 2 inches wide x 3 to 5 inches long, tapering to a single blunt point. The outside of the fruits is fairly smooth, the color is light yellowish green, ripening to red, and the walls medium thickness. The flesh is sweet.

Pimiento (Perfection)—130 Days—Sweet. Large coarse, dark green plants, producing many fine, medium-sized, pendant fruits in the Southern States as it requires a long growing season. Fruits about 2 to $2\frac{1}{2}$ inches wide and $3\frac{1}{2}$ to 4 inches long, tapering gradually to a single blunt point. The outside of the fruits is smooth, the color green when young, ripening to a deep red color. The walls are thick and the flesh sweet. Used for canning whole.

Small Cayenne (Small Chili Red)—100 Days—Hot. A small, upright fruited type, size $1\frac{1}{2}$ inches long x $\frac{3}{8}$ inch thick, tapering to a sharp point. Fairly rough outside. Color green, ripening to a dark red. Very hot. Used for making hot sauces and relishes.

Waltham Beauty—100 Days—Sweet. This new variety was developed at the Waltham Vegetable Field Station in Massachusetts. It is becoming increasingly popular as it produces an abundance of medium-sized, thick fleshed fruits in New England.

Windsor A—100 Days—Sweet. Another new variety developed at the Connecticut Agricultural Experiment Station. Medium-sized plant, producing many pendant medium-sized fruits, averaging 2 to $2\frac{1}{2}$ inches wide x $3\frac{1}{2}$ to 4 inches long, gradually tapering to 1 to 4 points. The outside of fruits is smooth, the color light yellowish-green, ripening to red. The walls are thick and the flesh sweet. Given an All America Vegetable Award for 1937. Supply of seed limited.

Windsor B—100 Days—Sweet. This variety is similar to Windsor A, but the fruits are slightly shorter and wider in proportion.

See your nearest Landreth dealer or write to us for prices on Our Certified
and Uncertified Pepper Seed

also

Write for Our Catalog covering a complete line of Vegetable Seeds,
Flower Seeds and Lawn Grass Seeds.

D. LANDRETH SEED COMPANY, BRISTOL, PENNA.